Graphic Arts
Web Communication
Graphic Communications, General (10.0301)
Prepress/Desktop Publishing (10.0303)
Commercial and Advertising Art (50.0402)

Proposed Standard: Adobe Dreamweaver CS5
http://www.adobe.com/education/resources/ace/topics.html

Note: Adobe Certified Associate certificates available through Certiport
assessment centers

Framework, Duties and Tasks:
1. Setting Project Requirements
    a. Identify the purpose, audience, and audience needs for a
        website.
    b. Identify web page content that is relevant to the website
        purpose and appropriate for the target audience.
    c. Demonstrate knowledge of standard copyright rules (related
        terms, obtaining permission, and citing copyrighted material).
    d. Demonstrate knowledge of website accessibility standards
        that address the needs of people with visual and motor
        impairments.
    e. Make website development decisions based on your analysis
        and interpretation of design specifications.
    f. Understand project management tasks and responsibilities.
2. Planning Site Design and Page Layout
    a. Demonstrate general and product-specific knowledge of best
        practices for designing a website, such as maintaining
        consistency, separating content from design, using standard
        fonts, web-safe colors, and utilizing visual hierarchy.
    b. Produce website designs that work equally well on various
        operating systems and browser versions/configurations.
    c. Demonstrate knowledge of page layout design concepts and
        principles.
    d. Identify basic principles of website usability, readability, and
        accessibility.
    e. Demonstrate knowledge of flowcharts, storyboards, and
        wireframes to create web pages and a site map (site index) that
        maintain the planned website hierarchy.
    f. Communicate with others (such as peers and clients) about
        design and content plans.
3. Understanding the Adobe Dreamweaver CS5 Interface
    a. Identify elements of the Dreamweaver interface.
    b. Use the Insert bar.
    c. Use the Property inspector.

d. Use the Assets panel.
e. Use the Files panel.
f. Customize the workspace.
4. Adding Content Using Dreamweaver CS5
   a. Define a Dreamweaver site.
   b. Create, title, name, and save a web page.
   c. Add text to a web page.
   d. Insert images and apply alternative text on a web page.
   e. Link web content, using hyperlinks, email links, and named anchors.
   f. Insert rich media, such as video, sound, and animation, in SWF or FLV format.
   g. Insert navigation bars, rollover images, and buttons created in Adobe Fireworks® on a web page.
   h. Build image maps.
   i. Import tabular data to a web page. 4.10 Import and display a Microsoft Word or Microsoft Excel document to a web page.
   j. Create forms.
5. Organizing Content using Dreamweaver CS5
   a. Set and modify document properties.
   b. Organize web page layout with absolutely positioned div tags and CSS styles.
   c. Modify text and text properties.
   d. Modify images and image properties.
   e. Create web page templates.
   f. Use basic HTML tags to set up an HTML document, format text, add links, create tables, and build ordered and unordered lists.
   g. Add head content to make a web page visible to search engines.
   h. Use Adobe Creative Suite to implement a reusable design.
6. Evaluating and Maintaining a Site Using Dreamweaver CS5
   a. Conduct technical tests.
   b. Identify techniques for basic usability tests.
   c. Identify methods for collecting site feedback.
   d. Present web pages to others (such as team members and clients) for feedback and evaluation.
   e. Manage assets, links, and files for a site.
   f. Publish and update site files to a remote server.